

**WWNC**

**Quarterly Issues  
First Quarter, 2012**

**Program: NCNN News Makers  
Saturday 7:00 AM**

**Duration: 30 minutes**

**Program: CHANGES  
Saturday 7:30 AM**

**Duration: 30 minutes**

WWNC  
Asheville, NC  
Quarterly Issues/Programs List  
First Quarter, 2012  
04/03/2012

WWNC  
Quarterly Issues/Programs List

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WWNC provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **2012 ELECTIONS:** Discussion about redistricting and new election policy in a key Buncombe County race.
- **AIR QUALITY:** Ozone Season is here. What is the air quality situation like in WNC these days? Local experts weigh in.
- **ALZHIEMERS:** Alzhiemers & cognitive diseases affect many people. Discussion about what research is teaching us.
- **BULLYING:** With No Name Calling Week just over, discuss about anti-bullying efforts.
- **CHILD POVERTY:** Discussion about the struggling economy & rate of child poverty is getting worse. What can be done?
- **ENTREPRENEURSHIP:** Local entrepreneurship expert & business owner discuss how to start a business & keep it running.
- **FINANCIAL WELLNESS:** January is Financial Wellness Month making it a good time to look at your finances & set 2012 goals
- **FOSTER TRANSITION:** Foster children making the transtion into adulthood sometimes need help
- **GIRL HEALTH:** Girls on the Run assists young girls struggling with self-esteem, communication and other issues.
- **HEART HEALTH:** Discussion about American Heart Month in February, heart attack symptoms and healthy hearts
- **HUMAN TRAFFICING:** What is the human trafficking impact on NC? Steve Sedahl finds out.
- **MARCH OF DIMES:** Premature births are a common occurence, but the March of Dimes works to prevent those.

- **TECHNOLOGY IN SCHOOLS:** Discussion about the challenges of putting more technology in our schools

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**Section I  
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
FINANCIAL WELLNESS	CHANGES - FINANCIAL WELLNESS (1/6/12)	January is Financial Wellness Month making it a good time to look at your finances & set 2012 goals	Celeste Collins	01/07/2012 07:30 AM	029:41
FOSTER TRANSITION	CHANGES - FOSTER TRANSITION (1/14/12)	Foster children making the transition into adulthood sometimes need help	Mark Upright-Carolyn Ashworth	01/14/2012 07:30 AM	029:46
GIRL HEALTH	CHANGES-GIRL HEALTH (1/21/12)	Girls on the Run assists young girls struggling with self-esteem, communication and other issues.	Rachelle Sorenson-Cox	01/21/2012 07:30 AM	029:48
BULLYING	CHANGES-BULLYING (1/27/12)	With No Name Calling Week just over, discuss about anti-bullying efforts.	Michelle Lemell & Katie Levy	01/28/2012 07:30 AM	029:43
HEART HEALTH	CHANGES-HEART HEALTH (2/3/12)	Discussion about American Heart Month in February, heart attack symptoms and healthy hearts	Frank Castelblanco	02/04/2012 07:30 AM	029:44
ALZHIEMERS	CHANGES -	Alzhiemers &	Dr. Peggy	02/11/2012	029:42

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	ALZHIEMERS (2/10/12)	cognitive diseases affect many people. Discussion about what research is teaching us.	Noel	07:30 AM	
TECHNOLOGY IN SCHOOLS	CHANGES-TECH IN SCHOOL (02/18/12)	Discussion about the challenges of putting more technology in our schools	Monty Fuchs & Todd Trantham	02/18/2012 07:30 AM	029:45
ENTREPRENEURSHIP	CHANGES-ENTREPRENEURSHIP (02/24/12)	Local entrepreneurship expert & business owner discuss how to start a business & keep it running.	Matt Raker & Brian Boggs	02/25/2012 07:29 AM	029:43
HUMAN TRAFFICING	CHANGES - HUMAN TRAFFICING (3/2/12)	What is the human trafficking impact on NC? Steve Sedahl finds out.	Charity Magnason	03/03/2012 07:35 AM	022:06
2012 ELECTIONS	CHANGES-2012 ELECTIONS (3/10/12)	Discussion about redistricting and new election policy in a key Buncombe County race.	Chris Cooper	03/10/2012 07:30 AM	029:46
MARCH OF DIMES	CHANGES-MARCH OF DIMES (3/17/12)	Premature births are a common occurrence, but the March of Dimes works to prevent those.	Terri Queen & Mashala Blanton	03/17/2012 07:30 AM	029:40
CHILD POVERTY	CHANGES-CHILD POVERTY (3/24/12)	Discussion about the struggling economy & rate of child poverty is getting worse. What can be	Allison Jordan & Greg Borum	03/24/2012 07:30 AM	029:41

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		done?			
AIR QUALITY	CHANGES - AIR QUALITY (3/31/12)	Ozone Season is here. What is the air quality situation like in WNC these days? Local experts weigh	Paul Moller/Ashley Featherstone	03/31/2012 07:30 AM	029:45

**Section II  
NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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(Insert network and/or syndicator-provided programs lists here.)

**Section III  
PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
----	AIR FORCE RESERVE	000:31	237
----	Brother Wolf	001:00	336
----	EBLIN CHARITIES	001:58	050
----	EBLIN CHARITIES	001:59	049
----	EBLIN CHARITIES	002:00	048
----	EBLIN CHARITIES	002:01	005
----	NCHSAA	001:02	683
----	US dept of Defense	000:31	253
----	US dept of Defense	001:00	111
:15	actagainstaids.org	000:16	263

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
:15	American Red Cross	000:16	004
:15	AVL POLICE DEPT	000:16	109
:15	NORTH ASHEVILLE CHRISTIAN SCH	000:15	099
:15	NORTH ASHEVILLE CHRISTIAN SCH	000:16	025
:15	The Ad Council	000:15	101
:15	The Ad Council	000:16	1408
:30	American Cancer Society	000:32	070
:30	American Red Cross	000:31	008
:30	Asheville Ballet	000:30	023
:30	Boy Scouts of America	000:30	251
:30	Caring For Children	000:30	059
:30	Guitars For Vets Asheville	000:29	061
:30	PSA/HEART HEALTH/30	000:31	151
:30	PSA/SCHOOL CHECKS-WWNC/30	000:31	083
:30	RADD	000:31	308
:30	The Ad Council	000:31	937
:60	American Red Cross	001:00	007
:60	NATIONAL ROSACEA SOCIETY	001:00	007
:60	The Ad Council	000:59	468
:60	The Ad Council	001:01	494
BULLYING	DONORSCHOSE.ORG	000:30	116
BULLYING	DONORSCHOSE.ORG	000:32	057
LITERACY	DONORSCHOSE.ORG	000:30	054
SELF ESTEEM	DONORSCHOSE.ORG	000:31	110
Zoolies	12-01-02 I-40 CLOSED	000:16	001
Zoolies	12-02-16 CLAXTON SCHOOL CLOSING	000:29	003
Zoolies	12-03-09 I-40 WB CLOSED AT 53	000:29	005
Zoolies	ROCK SLIDE I-40	001:00	023
Zoolies	SCHOOL CLOSING @4:30PM	000:14	014

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Zoolies	SMOKY MTN ELEM CLOSED	000:30	001

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**WWNC**

**Quarterly Issues  
First Quarter, 2012**

**Program: North Carolina Now  
Saturday 7:00 AM**

**Duration: 30 minutes**



## **NCNN Public Affairs Programming**

1<sup>st</sup> Quarter 2012

### **Carolina Newsmakers**

January 1<sup>st</sup> "Interview with Ran Coble", Executive Director, NC Center for Public Policy Research

\*\*\*\*Issues Covered: The Recession; Employment and Unemployment; 2012 Elections; Redistricting; State and Federal Government; May Primaries in N.C.; Minority Voters and the Voting Rights Act; "Double-Bunking"; Rural/Urban Areas; Profile and Analysis of Congressional Districts in North Carolina; NC General Assembly; Tuition Increases for Higher Education in N.C.; Cuts to Education Spending in N.C.; Financial Aid; Definition of Public Education and Private Education; Qualifications for Financial Aid; Registered Voters in N.C.; Unaffiliated Voters and Independent Voters in N.C.; Breakdown of Independent Voters in N.C.; Voting Projections for 2012; Political Action Committees; Campaign Spending in 2012; Presidential Election in N.C.; Consumerism and Consumer Confidence; North Carolina as a "Battleground State"; Democratic National Convention in Charlotte; High School Dropout Rate in N.C.; Mental Health Reform; The "Graying" of North Carolina and Senior Issues\*\*\*\*

Time 29:30

January 8<sup>th</sup> "Interview with Dr. David McClennan", Professor of Communication and Political Science, William Peace University

\*\*\*\*Issues Covered: Politics; Political Science; Political Campaigns; NC General Assembly; NC Council of State; Political Parties; The Iowa Caucus; State Primaries; 2012 Elections; Presidential Election; New Hampshire Primary; National Conventions; Unaffiliated/Independent Voters; William Peace University; Will President Obama Carry North Carolina in the Fall Elections; Republican Candidates for President; Third Party Possibilities/Legitimacy; The Recession and the Economy; Layoffs in State and Federal Government; State/Federal Government Retirees; Campaign Finance and Campaign Fundraising; Employment/Unemployment Rates and Its Effects on the Fall Election; Oil and Gas Prices; Tuition Hikes for State-Supported Higher Education in N.C.\*\*\*\*

Time 29:30

January 15<sup>th</sup> Lawsuits dominate North Carolina's political news this week. Joining host Donna Martinez to discuss the N.C. Association of Educators' lawsuit aimed at the legislature's veto override of a union dues collection bill, and the lawsuit by Democrats over new election maps, are Stephanie Hawco and Mike Davis of NewsRadio 680 WPTF in Raleigh. The panel also discuss new fundraising figures from Gov. Beverly Perdue's campaign and what appears to be a campaign for governor by Democrat Bill Faison of Orange County. That's followed by a talk with Union County school board member David Scholl, who is

seeking the GOP nomination for Superintendent of Public Instruction – a seat now held by Democrat June Atkinson. And finally, William Peace University political science professor David McLennan analyzes results of the New Hampshire Republican presidential primary, won by former Massachusetts Gov. Mitt Romney, and the pointed attacks at Romney from fellow Republicans Newt Gingrich and Rick Perry.

\*\*\*\*Issues Covered: NC General Assembly; Political Parties; NCAE; Redistricting; Public School Teachers in NC; Campaign Fundraising and Contributions; Union Dues Collection Bill; Possible Delay to the State's May Primaries; Democrat Bill Faison Challenging Governor Bev Perdue for 2012 Democratic Nomination; The State Superintendent of Public Instruction Race in 2012; Education; Public Schools; New Hampshire Republican Presidential Primary; Iowa Primary; Republican Nominee for President in 2012\*\*\*\*

Time 30:00

January 22<sup>nd</sup> "Interview with Barry Porter", Executive Director, Triangle Red Cross

\*\*\*\*Issues Covered: American Red Cross; The Triangle Red Cross; Blood Donation; Public Health and Public Safety; Disaster Relief; Emergency Preparedness; Blood-Borne Diseases; HIV; Replenishing the Blood Supply After Donating Blood; The Importance of Knowing Your Blood Type; National Weather Service; Floods, Hurricanes, and Tornados; Red Cross Charters/Chapters in Local Communities; Volunteerism; Public Welfare; Emergency Supplies and Transportation; Training for Red Cross Staff; Water Safety and Lifesaving; Disaster-Trained Volunteers; First Aid and CPR; Communications; Red Cross Volunteers That Work With the Military

January 29<sup>th</sup> "Interview with Larry Wooten", President of the North Carolina Farm Bureau

\*\*\*\*Issues Covered: Agra-Business; Agriculture; Christmas Tree Industry; Sod and Greenhouses; The Family Farms and Corporations in North Carolina; Estate Taxes and the Perpetuation of Family Farms; Tobacco Acreage; Loss of Agriculture Revenue Due to Hurricane Irene; Immigration Laws and Labor Laws; Immigration Laws as a Federal Issue; Employment and Unemployment; Farm Workers in North Carolina; H2A Worker Program; Undocumented Workers; Illegal Immigration; The Mexican Economy and Its Effect on Immigration; The 2010 Census; Latino-Owned Businesses in NC; Legal Latino Population in NC\*\*\*\*

Time 29:30

February 5<sup>th</sup> "Interview with Tom Ross", President of the North Carolina University System

\*\*\*\*Issues Covered: Education; The State University System; 16-Campus System and WUNC-TV; North Carolina School of Science and Math; NC School of the Arts; The Recession and the Economy; Tuition Hikes; NC Board of Governors; NC Board of Trustees; The Office of the President of the University System: The Challenge of Funding Higher Education\*\*\*\*

Time 29:30

February 12<sup>th</sup> “Interview with Ellis Hankins”, Executive Director, North Carolina League of Municipalities

\*\*\*\*Issues Covered: NC League of Municipalities; Cities, Counties, and Towns in North Carolina; NC Geography; Local Government in N.C.; The Recession’s Effects on Tax Revenue Collected by Municipalities in N.C.; Rural and Urban Issues in N.C.; School Systems Across N.C.; NC Infrastructure; City and County Services; Annexation Laws; Capital Improvements; Water and Sewer; Natural Gas Exploration in N.C.; Selling/Transferring Electrical Costs Across N.C.; Possible Merger of Progress Energy and Duke Energy; Analysis/Findings of the 2010 Census; The Republican Majority in the NC General Assembly; Redistricting; 2012 NC Primary and Election\*\*\*\*

Time 29:30

February 19<sup>th</sup> “Interview with John Hood, President and Chairman, John Locke Foundation

\*\*\*\*Issues Covered: Communications and Periodicals; 2012 Elections; Analysis of Redistricting in North Carolina; NC General Assembly; New Republican Majority in the State Legislature; Political Parties; The 2012 Short Session; Voter ID; State Energy Bill; North Carolina as a Battleground State; Local, State, and Federal Elections; Governor Bev Perdue Deciding Not to Run for Governor in 2012; John Locke Foundation; “More at 4” Program; Nutrition; Public Health; Public Welfare; Government Regulation; President Obama’s Chances for Re-Election\*\*\*\*

Time 29:30

February 26<sup>th</sup> “Interview with Brad Miller”, Representative, 13<sup>th</sup> Congressional District

\*\*\*\*Issues Covered: Brad Miller’s Decision Not to Run for Re-Election This Year; U.S. Congress; American Civics and American History; The U.S. Economy and the World Economy; The Recession; Federal Deficit; Polling; Redistricting; Employment/Unemployment; Tax Revenue; House Financial Services Committee; Political Parties; Social Security and Delaying Retirement Age; Medicare and Medicaid; Military Spending; Partisan Politics and Unaffiliated Voters; Governor Bev Perdue’s Decision Not to Run for Governor in 2012\*\*\*\*

Time 29:30

March 4<sup>th</sup> “Interview with Wayne Goodwin”, Insurance Commissioner for the State of North Carolina

\*\*\*\*Issues Covered: NC Department of Insurance; Hurricane Irene Recovery; Storm Damage and Insurance; Federal Flood Insurance; Homeowners Insurance on the N.C. Coast; The April 2011 Tornadoes That Hit North Carolina; Fraud; Roof Replacement Fraud; Hail Damage Fraud; Shingle Scams; Health Insurance; Public Health; Health Care; Auto Insurance and Auto Insurance Rates; Seniors Health Insurance Information Program; Consumer Protection\*\*\*\*

Time 29:30

March 11<sup>th</sup> “Interview with Linda Carlisle”, Secretary, NC Department of Cultural Resources;

\*\*\*\*Issues Covered: NC Art Council; NC Symphony; NC Museum of History; The NC State Art Collection and the NC Museum of Art; NC Division of Historical Resources; NC State Archives; NC Office of Archives and History; Government Records Branch of North Carolina; NC State Historic Sites; NC State History; NC State Library; State Budget and Operating Dollars; (3) NC Maritime Museums; Graveyard of the Atlantic Museum; NC Travel and Tourism; NC Heritage and Genealogy; Education\*\*\*\*

Time 29:30

March 18<sup>th</sup> “Interview with Dr. Mike Walden”, William Neal Reynolds Distinguished Professor, Department of Agricultural and Resource Economics, North Carolina State University

\*\*\*\*Issues Covered: The Economy and Economic Recovery; The Recession; The Housing Market; Devaluation of Home Prices; Household Debt; Household Saving Rates; Wage Increases; Standard of Living in the U.S.; Job Loss in the Recession and Job Creation in the Recovery; North Carolina’s Economy; Job Growth in N.C.; Productivity of NC Businesses; Consumer Awareness; Long-Term Federal Economic Plan and Consumer and Business Confidence; ’08-09’ Federal Bailout; Banking Regulations; Banking Loans and Investments; The Economy’s Effect on the 2012 Election\*\*\*\*

Time 29:30

March 25<sup>th</sup> “Interview with Dr. Scott Ralls”, President of the NC Community College System

\*\*\*\*Issues Covered: NC Community College System; Local Board of Trustees for NC Community College System; Education; NC Higher Education; Vocational Training; Industrial Education; The Economy and Economic Development; Healthcare; Job Creation/Job Growth;

Workforce Training; Manufacturing; Small Business Owners; Non-Traditional Colleges/Students\*\*\*\*

### **People in Politics (All PA)**

January 1<sup>st</sup>

This week the People in Politics team of analysts join host Donna Martinez for a look back at the major political stories of the year. Joining the conversation are Mike Davis and Stephanie Hawco of NewsRadio 680 WPTF in Raleigh, and Rick Martinez, news director for WPTF, SGRToday.com, and the North Carolina News Network. The panelists review the political sparks between Gov. Beverly Perdue and legislative Republicans over the state budget, voter I.D. rules, the Racial Justice Act, and more. The group also delves into the presidential race, John Edwards' continuing legal troubles related to his presidential campaign, Rep. Renee Ellmers profile and influence in Washington D.C., the interest from Democrats and Republicans in the position of state Superintendent of Public Instruction, the N.C. State Bar complaint against former Gov. Mike Easley, indictments of three former Perdue campaign aides, and the Pat McCrory campaign for governor. Finally, the panelists predict who will win the gubernatorial elections next year.

\*\*\*\*Issues Covered: The Governor's Use of Veto; The Republican Majority in the General Assembly; Political Parties; The State Budget; NC Sales Tax; Voter Identification; The Racial Justice Act; The Protection of Marriage Act; May Primaries in N.C.; Analysis of the 2008 Election in N.C.; The Governor's Race in 2012; Profiles of Pat McCrory, Renee Ellmers, Bob Etheridge, Former Governor Mike Easley, and Former Speaker Pro-Tem Dale Folwell; Redistricting; John Edwards Legal Problems; Campaign Finance; John Edwards Medical Condition; State Superintendent of Public Instruction Race in 2012; Analysis of the Upcoming 2012 Election in North Carolina\*\*\*\*

Time 30:00

January 8<sup>th</sup>

“The fight continues between Gov. Beverly Perdue and legislative Republicans. SGRToday.com's Gurnal Scott details the fireworks at this week's mini-session, where the GOP was expected to attempt an override of Gov. Perdue's veto of S.B. 9, which would essentially repeal the controversial Racial Justice Act. The votes weren't there, but the GOP mustered enough early morning to instead override Perdue's veto of a bill that stops the teacher's association from deducting dues from state payroll checks. Then Rick Martinez joins host Donna Martinez to discuss the political fallout of the fight, news of Pat McCrory's large fundraising take in 2011, Rep. Larry Womble's recovery from a severe car accident, and Rep. Ric Killian's service in Afghanistan. Then Carolina

Journal Managing Editor Rick Henderson joins Donna Martinez with an update on a U.S. House committee's request to Gov. Perdue for documents related to Perdue's use of embargoed federal jobs data, as reported by Carolina Journal. That's followed by comments about North Carolina's redistricting fight from Ran Coble of the N.C. Center for Public Policy Research, and a preview of an N.C. Democratic Party web video about the GOP "War on Women" through redistricting. Next is a discussion of presidential politics and the Iowa Caucus results. Martinez is rejoined by Rick Martinez, as well as Stephanie Hawco of NewsRadio 680 WPTF in Raleigh.

\*\*\*\*Issues Covered: NC General Assembly; NC Legislature; Campaign Finance; Politics and Political Parties; Governor's Use of the Veto; The General Assembly Mini-Session; The NCAE; Racial Justice Act; Public Schools; NC Teachers; NC Governor's Race in 2012; Campaign Fundraising; Publications and Periodicals; Bureau of Labor Statistics; House Committee on Education and the Workforce; U.S. Department of Labor; State and Federal Government; The Release of Federal Jobs Data; Employment and Unemployment Rate; Public and Private Sector of the Economy; Redistricting; Federal District Courts; Federal Voting Rights Act; Federal Court Decision on Redistricting in North Carolina; "Packing" and "Double-Bunking" in North Carolina Districts; Iowa Caucus Results and Analysis; Analysis of Republican Candidates for President in 2012\*\*\*\*

Time 30:00

January 15<sup>th</sup>

Lawsuits dominate North Carolina's political news this week. Joining host Donna Martinez to discuss the N.C. Association of Educators' lawsuit aimed at the legislature's veto override of a union dues collection bill, and the lawsuit by Democrats over new election maps, are Stephanie Hawco and Mike Davis of NewsRadio 680 WPTF in Raleigh. The panel also discuss new fundraising figures from Gov. Beverly Perdue's campaign and what appears to be a campaign for governor by Democrat Bill Faison of Orange County. That's followed by a talk with Union County school board member David Scholl, who is seeking the GOP nomination for Superintendent of Public Instruction – a seat now held by Democrat June Atkinson. And finally, William Peace University political science professor David McLennan analyzes results of the New Hampshire Republican presidential primary, won by former Massachusetts Gov. Mitt Romney, and the pointed attacks at Romney from fellow Republicans Newt Gingrich and Rick Perry.

\*\*\*\*Issues Covered: NC General Assembly; Political Parties; NCAE; Redistricting; Public School Teachers in NC; Campaign Fundraising and Contributions; Union Dues Collection Bill; Possible Delay to the State's May Primaries; Democrat Bill Faison Challenging Governor Bev Perdue for 2012 Democratic Nomination; The State Superintendent of Public Instruction Race in 2012; Education; Public Schools; New Hampshire Republican Presidential Primary; Iowa Primary; Republican Nominee for President in 2012\*\*\*\*

Time 30:00

January 22<sup>nd</sup>

This week the Democratic National Convention Committee unveiled its big plans for this fall's presidential nominating convention in Charlotte. Gurnal Scott of the North Carolina News Network provides the details, and Mike Davis and Stephanie Hawco of NewsRadio 680 WPTF in Raleigh join host Donna Martinez to discuss convention plans as well as security concerns from the ACLU and preparations by local law enforcement officials. Davis and Hawco also comment on this week's debate between Gov. Beverly Perdue and former Charlotte Mayor Pat McCrory over Perdue's proposal to increase the sales tax to fund education. The panel also delves into former Gov. Mike Easley's law license and failure of his campaign to pay in full the \$100,000 fine imposed by the state Board of Elections, and John Edwards' medical issue and legal woes. That's followed by Public Policy's Polling's Tom Jensen on the latest survey data of the presidential and gubernatorial races, a conversation with N.C. House Speaker Pro Tem Dale Folwell (R-Forsyth) about his campaign for Lt. Governor.

\*\*\*\*Issues Covered: Charlotte to Host the Democratic National Convention Later This Year; Sales Tax Increase in North Carolina; The Governor's Race in North Carolina in 2012; Public Education in North Carolina; The Health of Senator John Edwards; Campaign Finance Allegations Against John Edwards; Former Governor Mike Easley Law License Re-Instated; Public Policy Polling; Polling Data; Polling for Presidential Race in 2012; North Carolina's Role in the 2012 Presidential Election; Governor Perdue's Approval Rating; North Carolina Lieutenant Governor's Office; Employment Security Commission; NC State Health Plan; NC State Pension Plan\*\*\*\*

Time 30:00

January 29<sup>th</sup>

This week Gov. Beverly Perdue stunned North Carolinians by announcing she will not seek re-election. Host Donna Martinez, with the help of the North Carolina News Network's Gurnal Scott, guides listeners through the events of Thursday, January 26, as media reports began to surface about Perdue, through the swift reaction from political insiders and voters. Then we hear extended reaction from a variety of perspectives: veteran North Carolina Democratic political strategist Brad Crone, Perdue's 2008 Libertarian Party opponent Mike Munger, NC State Political Science Professor Andy Taylor, and Democratic state Rep. Bill Faison of Orange and Caswell counties. Faison – who has been talking like a candidate for governor -- had been predicting for weeks that Perdue would not run. Next is analysis of the Perdue decision and the potential Democratic field with Stephanie Hawco and Rick Martinez of NewsRadio 680 WPTF in Raleigh. And finally, Francis DeLuca of the Civitas Institute analyzes polling data on the same-sex marriage amendment that will appear on the May primary ballot, as well as the disputed North Carolina election maps.

\*\*\*\*Issues Covered: 2012 Elections; The NC Governor's Race; Political Parties; Political Science and Political Thought; Political Polling; Analysis of Potential Candidates for Governor in 2012; The Marriage Protection Amendment; Same-Sex Marriage; Civil Unions\*\*\*\*

Time 30:00

February 5<sup>th</sup>

Former Charlotte Mayor Pat McCrory comments on why he's running for governor and gives reaction to Gov. Perdue's announcement that she isn't. McCrory also reacts to the governor's proposal to raise the sales tax rate to fund education programs. Then host Donna Martinez is joined by Stephanie Hawco and Rick Martinez of NewsRadio680 WPTF in Raleigh for analysis of the presidential race and the tough fight among the GOP contenders as they exit Florida and head to Nevada. The panel also comments on news that well known Democrat Joe Hackney of Chatham and Orange counties will not seek re-election after decades in the legislature and a stint as the House Speaker. That's followed by a look at a new political mobile application called Voter Buzz. Creator/entrepreneur Andrea Torkelson tells Martinez why she created the application, how it works, and how the public is reacting so far. Then Dallas Woodhouse of Americans for Prosperity North Carolina joins Martinez to talk about the gubernatorial race in the wake of Gov. Perdue decision to bow out, and issues he expects to be hotly debated between the Democratic nominee and presumed Republican nominee Pat McCrory.

\*\*\*\*Issues Covered: 2012 North Carolina's Governor's Race; Pat McCrory Announces His Candidacy for Governor This Past Week; North Carolina's Economy; Politics and Political Parties; Education; High School Graduation Rates; Mitt Romney Wins the Florida Republican Primary; Voter Buzz: A Mobile Political Campaign App; Communications; Technology; Governor Bev Perdue's Decision Not to Run for Governor in 2012; Possible Democratic Candidates for Governor in 2012\*\*\*\*

Time 30:00

February 12<sup>th</sup> Former N.C. Congressman Bob Etheridge has thrown his hat in the ring for the governor's seat. The North Carolina News Network's Gurnal Scott talks with the veteran Democrat about his run. Then host Donna Martinez is joined by political columnist Rob Christensen of the Raleigh News & Observer for a look at an incident at a Carolina basketball game that may have contributed to Gov. Beverly Perdue's decision not to seek re-election. Next is a discussion with Jonathan Kappler of the N.C. Free Enterprise Foundation about the spate of retirements recently announced by North Carolina legislators and members of Congress. Kappler talks about the likely reasons and assesses the likely political outcomes based on newly drawn election districts. Then Chris Fitzsimon of the progressive think tank N.C. Policy Watch analyzes this week's court ruling about lawsuits filed by Democrats and their allies over the new election maps, which Democrats maintain are unconstitutional. Both Democrats and Republicans are claiming victory, and several components of the suits will go forward. Fitzsimon also explains why a coalition of organizations sent a letter to legislative leaders this week asking for a commitment to greater transparency in their meetings and scheduling. That's followed by an update on John Edwards' campaign coffers and on an ACLU warning to legislative leaders that they should stop opening sessions with a prayer in light of a Court of Appeals ruling related to a Forsyth County prayer case.

\*\*\*\*Issues Covered: 2012 Elections; NC Governor's Race in North Carolina; Political Parties; American Civics; Education; Democratic Candidates for Governor in N.C.;



Governor Bev Perdue's Decision to Not Run for Governor in 2012; Political Fundraising; Double-Bunking and NC Politicians Deciding to Retire; Redistricting; Constitutionality/Legality of Redrawn Districts in N.C.; ACLU; Prayers to Open Sessions of the General Assembly; NC Court of Appeals Ruling in the Forsyth County Prayer Case; Money and Possible Legal Problems for John Edwards; Pat McCrory Releasing His Personal Tax Returns\*\*\*\*

Time 30:00

February 19<sup>th</sup> "Candidate Filing Period for State-Wide Races Begins" with guest Jonathan Kappler, Research Director, NC Free Enterprise Foundation; "Interview with Steve Troxler, NC Agriculture Commissioner; and "Interview with Dana Cope", Executive Director, SEANC, State Employees Association of North Carolina;

\*\*\*\*Issues Covered: Political Parties; Governor Perdue's Decision Not to Run for Re-Election; NC Governor's Race; NC Congressional Races; Agriculture; Improvements to the NC State Fairgrounds; Federal Farm Bill; Farmer Subsidies; Federal Disaster Relief; Risk Management; Farm Labor, Immigration, and Illegal Immigration; Truck Farming and the Food Supply; Food Safety; Agro-Business; Environment; NC Agricultural Exports; Agro-Tourism; The Recession and the Economy; NC Food Processors; Redistricting; Raises for State Employees; State Budget; NC General Assembly\*\*\*\*

Time 30:00

February 26<sup>th</sup> The Democratic field for governor expanded this week as Lt. Gov. Walter Dalton filed his paperwork to seek his party's nomination. Joining host Donna Martinez to discuss how the race is shaping up are NewsRadio 680 WPTF's Stephanie Hawco, anchor/reporter, and Rick Martinez, news director. The panel also discusses the presidential race, including next week's critical GOP primaries in Michigan and Arizona where Rick Santorum and Mitt Romney are running neck and neck, and why President Obama's campaign is running ads against Romney in Michigan. Rick Martinez also provides an update on the recovery of Democratic state legislator Larry Womble of Forsyth County and a trial update for the man accused of murdering State Board of Education member Kathy Taft. Then Democratic Congressman Brad Miller of the 13th district talks about his decision not to run for re-election. Next is a look at whether Gov. Beverly Perdue will still have the political muscle to deliver for the Democratic Party as she moves into lame-duck status. Jeff Shaw of the North Carolina Justice Center, a progressive think tank, discusses what he hopes the governor will be able to accomplish and gives his opinion about whether wealthy politicians can relate to, and adequately advocate for. That's followed by comments from Francis DeLuca of the Civitas Institute about political robocalls that are being made to Civitas supporters and made to look as if they emanate from his group, which actually has nothing to do with the calls. Civitas is investigating the calls.

\*\*\*\*Issues Covered: Analysis of the 2012 NC Governor's Race; NC Democratic Party Machine; High Voter Turnout Projected for NC May Primary; Race for the GOP Nomination for President; Rick Santorum's Emergence onto the National Scene; Kathy Taft Murder Trial; NC State Board of Education; Congressman Brad Miller's Decision Not to Run for Re-Election This Year; Analysis of The Remainder of Governor Bev Perdue's Term; The Proposed Sales Tax Increase for Education Revenue; Polling for the Governor's Race in NC; Campaign Fundraising for Democratic Candidates for Governor in 2012; The Civitas Institute and False Political Robocalls\*\*\*\*

Time 30:00

March 4<sup>th</sup>

The candidate field is set for North Carolina's 2012 elections. Host Donna Martinez is joined by Jonathan Kappler of the North Carolina Free Enterprise Foundation for an overview of how the primaries have shaped up in the races for Governor, Lt. Governor, Council of State, and Congress. Several races have three or more candidates squaring off for the Democratic or Republican nomination. Then one of the Republicans who wants to be governor, James Harney, joins Martinez to talk about why he's seeking the GOP nomination and his views on key issues such as jobs and the economy. That's followed by analysis from Dr. David McLennan of William Peace University about Super Tuesday, which takes place on March 6. McLennan discusses the prospects for all four GOP presidential candidates – Mitt Romney, Rick Santorum, Ron Paul and Newt Gingrich – as well as the power of the Obama campaign operation, which is up and running in North Carolina. Then we turn to an idea to increase voter turnout in federal elections by holding elections on the weekend. Bill Jenkins of the federal Government Accountability Office (GAO) lays out challenges likely to face state and local officials if such a proposal came to fruition. GAO recently released a report on the issue. And finally, on Monday, March 5, a former campaign associate of Gov. Beverly Perdue faces a Wake County judge on an indictment related to fundraising activities that allegedly skirted campaign finance law. Rick Henderson of Carolina Journal explains the background of Julia Leigh Sitton's case, as well as what's ahead for three other Perdue associates/friends who also faced investigation.

\*\*\*\*Issues Covered: Candidate Filings for the May Primary in North Carolina; Political Parties; Democratic, Republican, and Libertarian Candidates for the May Primary; Possible Runoffs After the May Primary; Ideologies; Redistricting and Analysis of Congressional Districts in N.C.; Democratic Race for Governor and the Lt. Governor's Race; NC Council of State Races; State Legislative Races; The Recession and the NC Economy; Property Taxes; Employment/Unemployment; Education and Training the Work Force; Campaign Fundraising; Obstruction of Justice; Campaign Fraud; Money Laundering; State Board of Elections; Campaign Filings for Governor Bev Perdue and Former Governor Mike Easley\*\*\*\*

Time 30:00

March 11<sup>th</sup>

The primary candidate slate is set for all 170 North Carolina legislative seats. David Bass of Carolina Journal joins host Donna Martinez to discuss key primary races, impact of the newly drawn election maps, and the fate of five House Democrats who voted for the Republicans' budget. Bass explains that all eyes will be on House District 2, where the Democratic primary features two incumbents facing off – one who voted for the budget and one who voted against it. Then Rick Martinez and Stephanie Hawco of NewsRadio 680 WPTF in Raleigh analyze the Super Tuesday results for the four remaining Republican presidential candidates, including why media stories have painted a negative picture for Mitt Romney, who won six of 10 states, and the tug-of-war for the anti-Romney vote being waged by Rick Santorum and Newt Gingrich. Martinez and Hawco also discuss a new poll of Democratic gubernatorial candidates that shows Bob Etheridge leading Walter Dalton. Next is a conversation with Democratic gubernatorial candidate Gary Dunn about why he's running for the state's top job, including his view of global competition and its impact on North Carolina. And finally, SGRToday.com's Barlow Herget talks with Democratic political strategist Mac McCorkle about the GOP presidential race and the race for North Carolina governor.

\*\*\*\*Issues Covered: The NC General Assembly; 2012 NC State Legislative Races; Incumbents in the State Legislature; State Primary in May; Political Parties and the 2012 Election; The Republican Majority in the NC General Assembly; Polling Numbers for Democratic Candidates for Governor; Interview with Democratic Gubernatorial Candidate Gary Dunn; NC Gas Tax Compared to Other States; The Recession and the Economy; GOP Primary Race in N.C.\*\*\*\*

Time 30:00

March 18<sup>th</sup>

This week's show focuses on the race for North Carolina governor. Host Donna Martinez talks with three of the candidates – Democrat Bruce Blackmon, a retired physician, Republican Charles Moss, a business owner, and Republican James Harney of Fayetteville. Blackmon, Moss, and Harney explain why they're seeking North Carolina's top job and discuss the economy and other priorities. Then the focus turns to the latest polling on the gubernatorial race. Joining Martinez are Stephanie Hawco and Rick Martinez of NewsRadio 680 WPTF in Raleigh, who analyze former Charlotte Mayor Pat McCrory's double-digit lead over Democrats Bob Etheridge and Walter Dalton. The panel also talks about the presidential race as the May 8 North Carolina primary nears, and a resolution introduced by anti-war Republican N.C. Congressman Walter Jones, which seeks to make it an impeachable offense when any president prosecutes a war without congressional approval.

\*\*\*\*Issues Covered: 2012 NC Governor's Race; Political Parties; State Government; Manufacturing; Global Trade; NC Economy; Business and Industry; Employment/Unemployment; Job Creation; State Budget; Government Spending; State Taxes; NC State May Primary; 2012 NC Presidential Race; Polling Data for NC Presidential Race and NC Gubernatorial Race; Parameters for U.S. Declaration of War\*\*\*\*

Time 30:00

March 25<sup>th</sup>

He's the presumed Republican nominee for governor, and this week, Pat McCrory joins host Donna Martinez to discuss his second run for the office. Martinez and McCrory talk about his view of the state budget, the potential for tolls on I-95, and the debate over requiring a photo I.D. to vote. Then Martinez talks to a gubernatorial candidate from the Democratic side of the aisle. Gary Dunn tells Martinez why he's seeking his party's nomination and what he will do if elected governor. That's followed by a political roundtable about the week's top political stories with Stephanie Hawco and Rick Martinez of NewsRadio680 WPTF in Raleigh. The panelists discuss fundraising numbers for the presidential candidates, President Obama stepping in to North Carolina's debate over the marriage amendment that will appear on the May 8 ballot, new polling on the amendment that shows overwhelming support across gender and political lines.

\*\*\*\*Issues Covered: 2012 NC Gubernatorial Race; Politics and Political Parties; Employment/Unemployment; NC State Budget; Hydraulic Fracturing/Natural Gas Exploration; Economic Growth and Job Creation; Education Funding; Vocational Training; Transportation; NC Gas Tax; Highway Trust Fund; Voter ID; Polling; May Primary for Democratic Candidate for Governor; Protection of Marriage Act; North Carolina as a "Battleground State"; Newt Gingrich's Ties to the NC Republican Party\*\*\*\*

### **Radio Health Journal**

January 1<sup>st</sup> "Employee Health Incentives" and "Health Reform and History"

\*\*\*\*Issues Covered: Insurance; Employment; Economics; Business and Industry; Health Care; Government and Legislation; Senior Citizens\*\*\*\*

Time 28:00

January 8<sup>th</sup> “The Pregnant Poor” and “Weight Loss Surgery: So, What If It Is Cheating?”

\*\*\*\*Issues Covered: Women’s Issues; Poverty; Abortion and Family Planning; Youth at Risk; Employment; Education; Government and Welfare; Obesity; Public Health; Sports and Recreation\*\*\*\*

Time 28:00

January 15<sup>th</sup> “Vaccination Refusal” and “Alzheimer’s Wandering”

\*\*\*\*Issues Covered: Youth at Risk; Public Health; Consumer Safety; Community Health; Consumerism; Education; Government Distrust; Parenting Issues; Government Regulation; Senior Citizens and the Elderly; Public Safety\*\*\*\*

Time 28:00

January 22<sup>nd</sup>

“Child Food Allergies” and “Hip Dysplasia”

\*\*\*\*Issues Covered: Youth at Risk; Public Health; Consumer Safety; Consumerism; Education; Parenting Issues; Health Care\*\*\*\*

Time 28:00

January 29<sup>th</sup> ”Sunshine, Tanning, and Vitamin D” and “Keeping Your Pride”

\*\*\*\*Public Health; Consumer Safety; Consumerism; Employment and Unemployment\*\*\*\*

Time 28:00

February 5<sup>th</sup> “Verbal Abuse from Sweethearts and Bosses” and “Treatment of Stubborn High Blood Pressure”

\*\*\*\*Issues Covered: Mental Health; Interpersonal Relationships; Family Issues; Abuse; Employment; Workplace Issues; Health Care; Public Health; Technology\*\*\*\*

Time 28:00

February 12<sup>th</sup> “Traumatic Brain Injuries and Relationships” and “Profile of a School Shooter”

\*\*\*\*Issues Covered: Disabilities; Interpersonal Relationships; Family Issues; Health Care and Rehabilitation; Mental Health; Public Safety; Crime and Police\*\*\*\*

Time 28:00

February 19<sup>th</sup> “Barefoot Running” and “Back Pain”

\*\*\*\*Issues Covered: Sports and Recreation; Fitness; Product Safety and Consumerism; Health Care; Public Health; Rehabilitation\*\*\*\*

Time 28:00

February 26<sup>th</sup> “Antibiotics in Livestock” and “Kidney Stones”

\*\*\*\*Issues Covered: Food Safety; Public Health; Consumerism; Federal Government and Regulation; Health Care\*\*\*\*

Time 28:00

March 4<sup>th</sup>

“Pharmacy Benefit Wars” and “Cord Blood and Hearing Loss”

\*\*\*\*Issues Covered: Consumerism; Economics; Public Health; Business and Industry; Health Care; Disabilities; Youth at Risk\*\*\*\*

Time 28:00

March 11<sup>th</sup>

“Lessons From a Parent’s Worst Nightmare” and “Alcoholics and Liver Transplants”

\*\*\*\*Issues Covered: Parenting Issues; Youth at Risk; Drug and Substance Abuse and Treatment; Health Care; Alcoholism\*\*\*\*

Time 28:00

March 18<sup>th</sup>

“Redefining Autism” and “The Psychology of Names”

\*\*\*\*Issues Covered: Education; Youth at Risk; Parenting Issues; Psychology; Pop Culture\*\*\*\*

Time 28:00

March 25<sup>th</sup>

“The Criminalization of Homelessness” and “Accent Modification”

\*\*\*\*Issues Covered: Homelessness; Poverty; Housing; Unemployment; Police and Criminal Justice System; Economics; Local Government; Education; Consumerism; Immigration\*\*\*\*

Time 28:00

## **WWNC PUBLIC SERVICE (TRAFFIC/WEATHER/NEWS)**

### **2:00 LOCAL NEWS-**

- 9 PER WEEKDAY
- 45 PER WEEK
- (AVERAGE OF) 180 PER MONTH

### **4:00 LOCAL NEWS-**

- 5 PER WEEKDAY
- 25 PER WEEK
- (AVERAGE OF) 100 PER MONTH

### **:60 LOCAL NEWS-**

- 15 PER WEEKDAY
- 75 PER WEEK
- (AVERAGE OF) 300 PER MONTH

### **:30 LOCAL WEATHER-**

- 2 every ten minutes/6A-9A/2 PER HOUR ALL OTHER HOURS/60 PER DAY plus 2 per hour on weekends totaling 96
- 396 PER WEEK
- (AVERAGE OF) 1584 PER MONTH

### **:30 LOCAL TRAFFIC**

- 13 IN MORNING/5 IN AFTERNOON (WEEKDAYS ONLY)
- 18 PER DAY
- 90 PER WEEK
- (AVERAGE OF) 360 PER MONTH

### **Total local information commitment... units**

- Average of 508 minutes per week
- Average of 2032 minutes per month